

Amendment to the Specification

Please amend the ABSTRACT OF THE DISCLOSURE as shown below:

~~The present invention relates to a~~ A method for determining the post-launch performance of a product on a market is provided. The method ~~according to the invention~~ ~~comprises~~ involves storing, in a database, collected data related to at least one key success factor associated with at least the market performance which is related to said product; storing, in a database, collected data related to unmet needs on said market; storing, in a database, collected data related to the propensity of a decision-maker to choose said product; and using a computer to calculate ~~calculating~~ the future market share of said product based on said collected data, thereby determining said post-launch performance on said market. The method ~~invention~~ allows improved forecasting of the future performance of a product on a market and provides improved understanding, benchmarking, forecasting and strategic decision-making as regards the future sales of the product in question.